

## Table of Contents

■ Background Summary + Sign District Plan

■ General Descriptive Criteria For Signage

    Haymarket Pedestrian Connectors

    Haymarket Park

    Lincoln Stadium

■ Special Sign Types

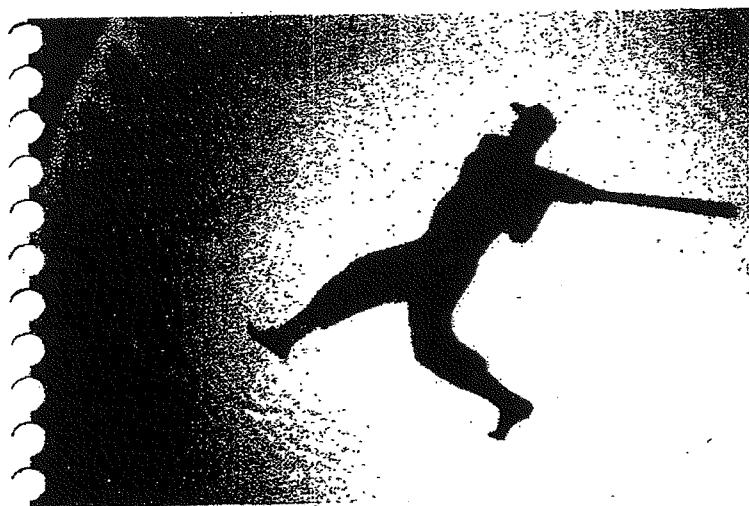
    Haymarket Pedestrian Connectors

    Haymarket Park

    Lincoln Stadium

■ Legal Description of Property





**Background Summary + Sign District Plan**

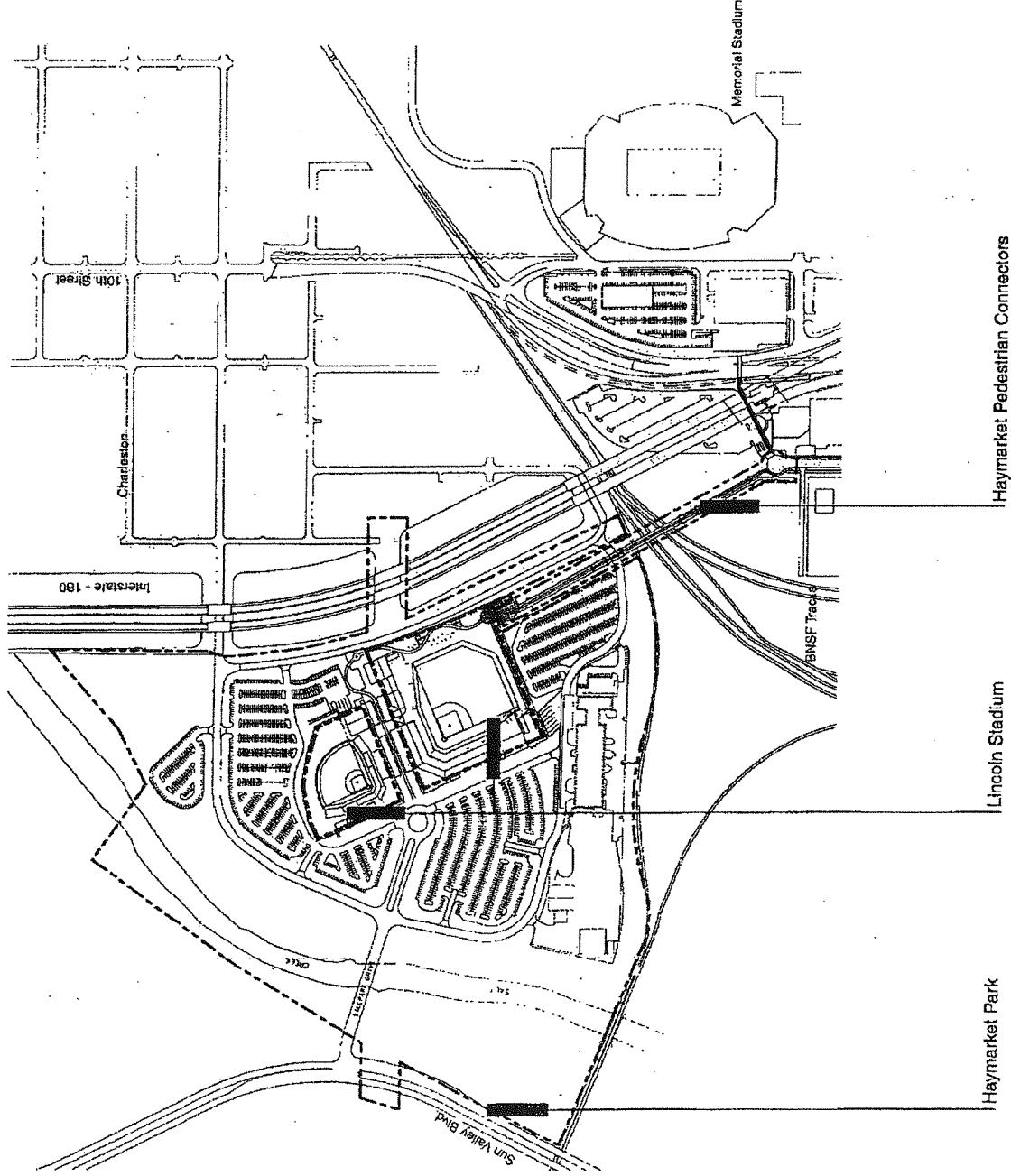
## Background Summary

The Haymarket Park Sign District is proposed under the provisions of Chapter 27.66.300 of the Zoning Code of Lincoln, Nebraska, as a means of creating special signage opportunities (in addition to those generally allowed in the current I-1 zoning district under the specific provisions of Chapter 27.66) which are normally associated with the entertainment, recreational and cultural atmosphere; and also defining an area with a special or unique theme of baseball and softball. The provisions of this special district (refer to the legal description of the district included at the end of this document) are meant to be used as an "additive" overlay to what is generally allowed under the specific I-1 provisions of Chapter 27.66 of the Zoning Ordinance.

Haymarket Park was created through the efforts of a joint public/private partnership between the City of Lincoln, NEBCO Inc. d/b/a Lincoln Pro Baseball and the University of Nebraska-Lincoln, with the express intention of providing a quality "family" environment in which the sport of baseball and softball can be played and watched. These athletic events along with other entertainment, recreation and cultural events can be enjoyed by the entire populace of Lincoln as well as visitors from outside of the community. With that goal in mind, the special sign criteria established in this document form a foundation and benchmark by which all future signage in the district is to be evaluated.

Considering the broad appeal of the sport of baseball and softball, along with the other anticipated entertainment, recreation and cultural events, it is fully recognized that every type of sign which might be envisioned or proposed in the future within the boundaries of this district cannot be defined in this document. For those particular cases, review and approval by the City of Lincoln Planning Department and/or the City of Lincoln Urban Design Committee as to appropriateness or substantive effect within the district, will be relied upon as the formal means of compliance for signs not specifically defined herein and additionally not allowed as part of the underlying zoning district.

This special sign district itself is divided into three (3) sub areas which have unique aspects relative to the recreational mission of the Haymarket Park as a whole. These sub areas are defined as 1) the Haymarket Pedestrian Connectors, 2) the Haymarket Park and 3) the Lincoln Stadium.





## **General Descriptive Criteria For Signage**

**Haymarket Pedestrian Connectors**

**Haymarket Park**

**Lincoln Stadium**

## **Haymarket Pedestrian Connector**

This sub area of the Sign District contains the two pedestrian connectors (bridges and paved approaches) which form the major link between the Haymarket Park and the various business interests located in the Haymarket Historic District as well as the facilities located along the western boundaries of the University of Nebraska-Lincoln campus. The connectors themselves have been designed with the capability of providing a well lighted environment for users between the hours of sunset and sunrise. Therefore, the sign locations specifically identified within this document are allowed to be "externally" illuminated to reinforce an atmosphere of safety and clarity of purpose.

Signage within this area is envisioned to provide the basic informational "identification" needed to give users an awareness of the purpose of the connectors and the types of activities occurring within Haymarket Park as a whole. As such, their content may be temporary when associated with specific events or times. The special provisions of this district are not meant to restrict the possibility of this signage being permanent if associated with the formal names or graphic logos for the bridges as an entity in their own right.

There are two (2) major locations for special signage types to be allowed within this sub area of the district (refer to the "Special Sign Types" section for graphic descriptions of these sign elements). The first is at the north and south terminus gateway structures and the second is above the entrance points of each bridge that spans over the railroad right of way.

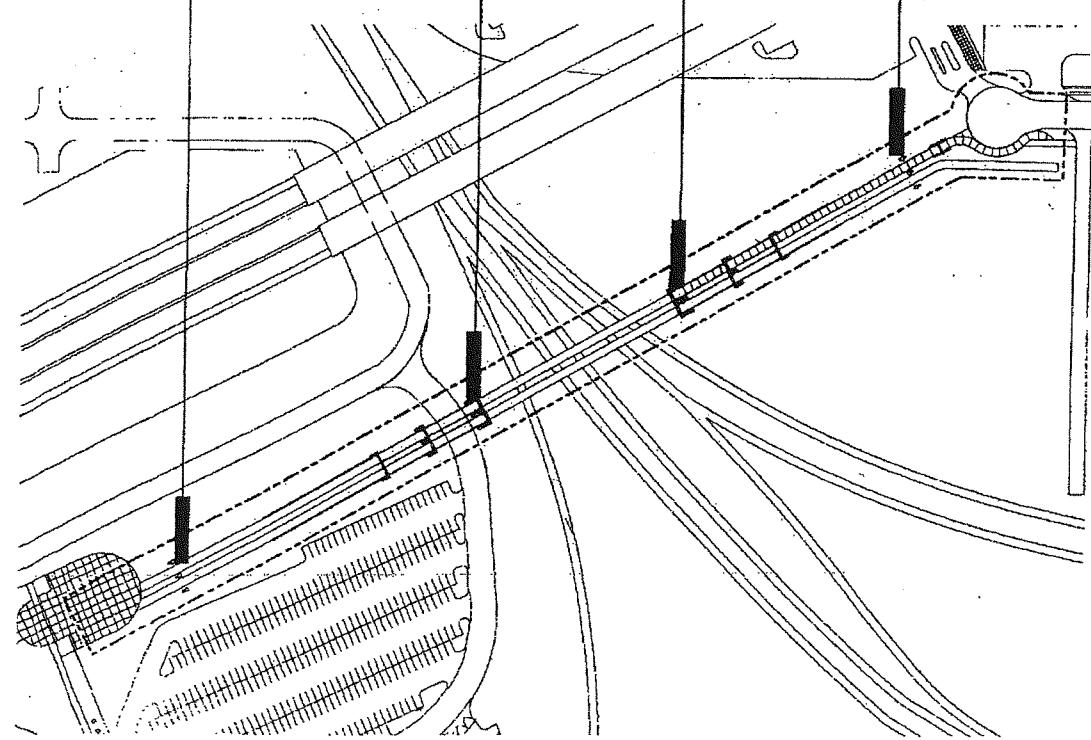
In addition, this sub area will contain directional & safety signs that will conform with current City of Lincoln regulations governing this type of information.

**Gateway (north)**

**Bridge Entranceway (south)**

**Bridge Entranceway (south)**

**Gateway (south)**

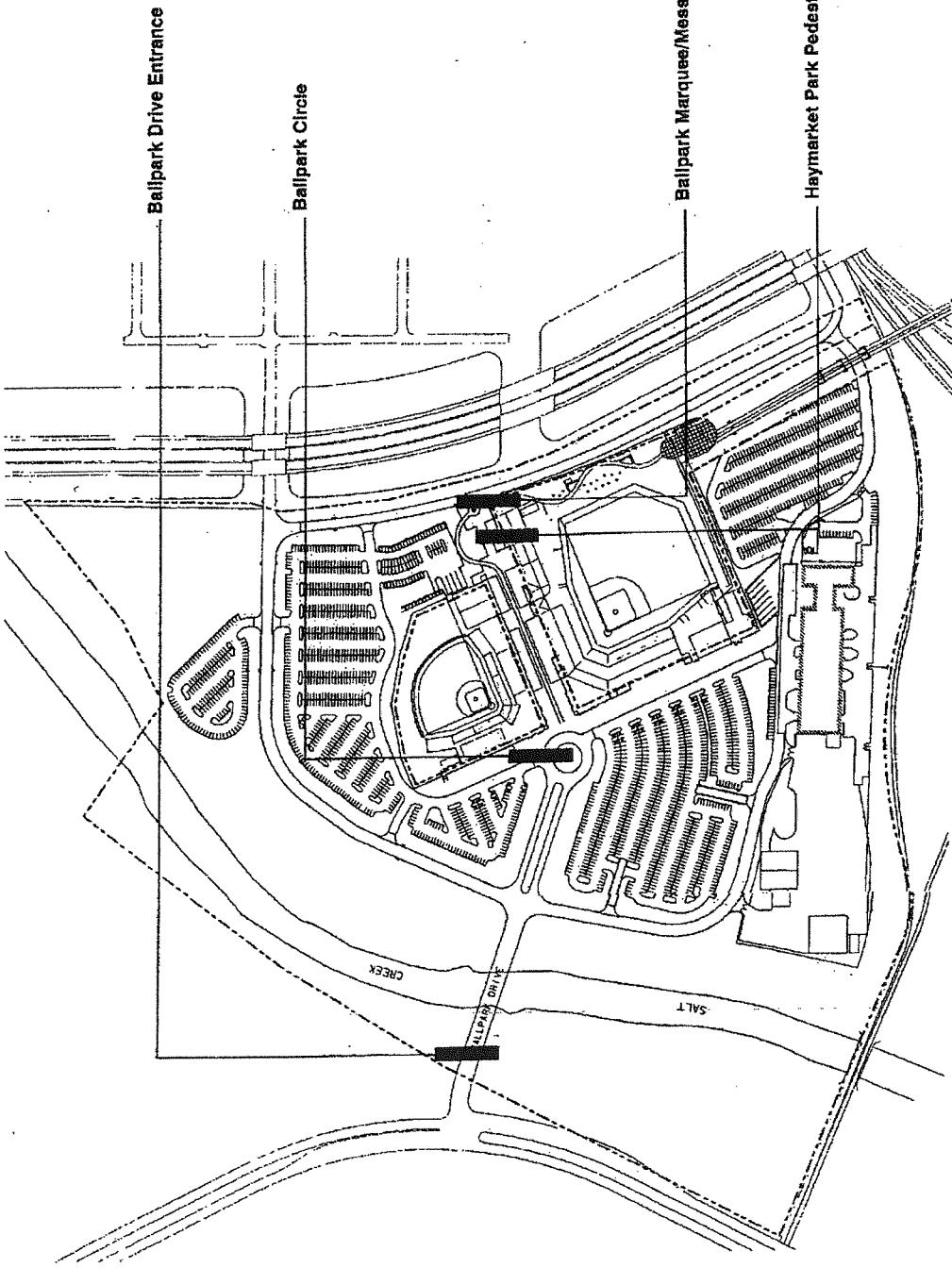


## **Haymarket Park**

This sub area of the Sign District is the largest in terms of physical area and, in general, encompasses the public use activity areas within the park. Signage within this area is envisioned to create & embellish the atmosphere inherent to the game of baseball and softball, as well as other anticipated entertainment, recreation and cultural events. As such, the signs will be expected to build upon the graphic themes established in this document. Because of the desire to establish a festive atmosphere within the park, it is recognized that several sign components will be encouraged for their ability to foster a sense of celebration of the event both within the Haymarket Park itself and to those who may be approaching from the surrounding areas.

There are four (4) major locations for special signage types within this sub area of the district (refer to the "Special Sign Types" section for graphic descriptions of these sign elements). The first is at the west entrance of Haymarket Park. The second is within the cul-de-sac of Ballpark Circle, and the third & fourth are located at the eastern end of the pedestrian promenades which flows between the north and south elements of the Lincoln Stadium sub area.

In addition, this sub area will contain directional & safety that will conform with current City of Lincoln regulations governing this type of information.



## **Lincoln Stadium**

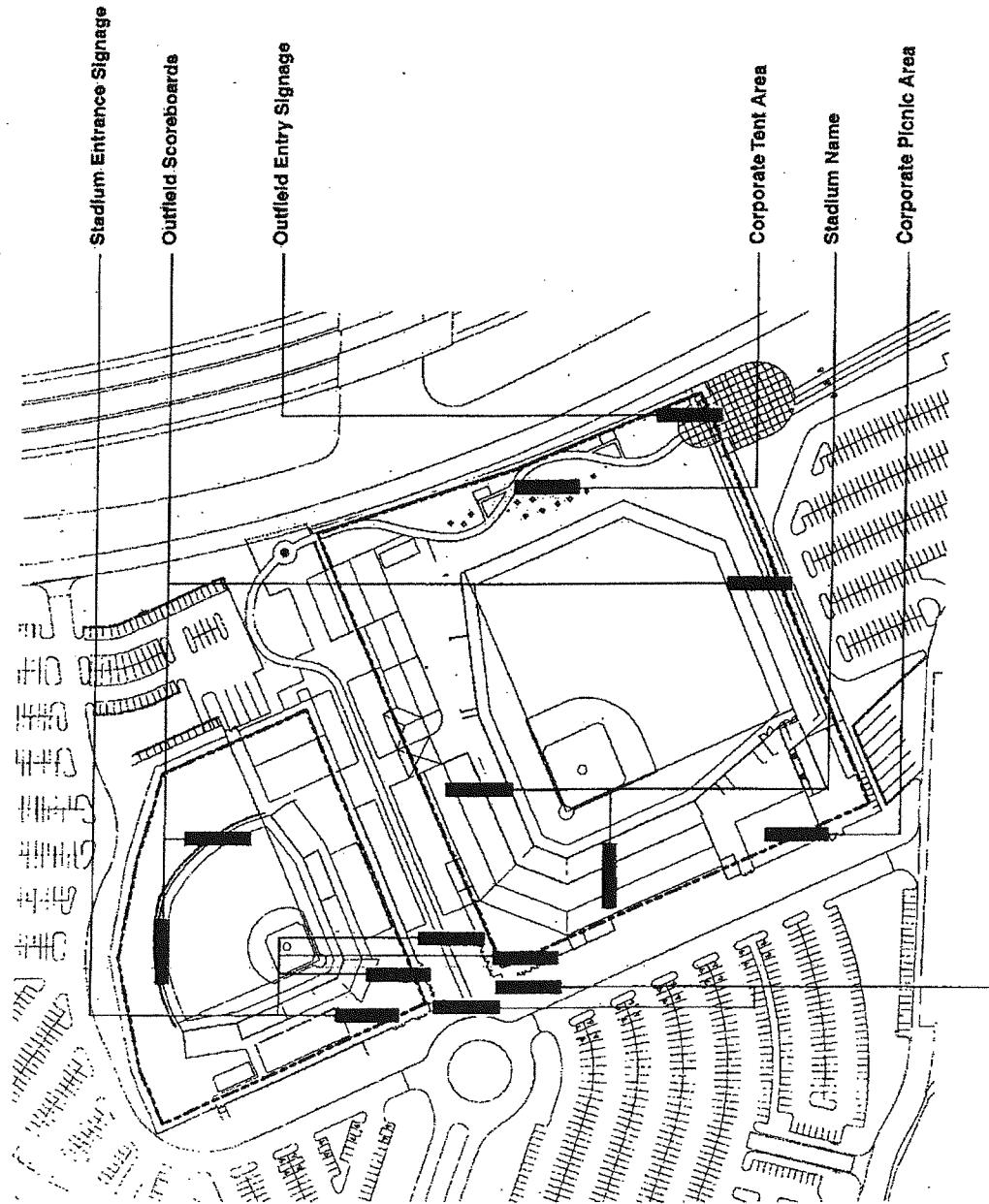
This sub area of the Sign District encompasses the various "exterior" signage elements associated with the two ball park enclosures. As such, it applies to signs that are part of, or attached to, the perimeter enclosure elements of the ball parks. These sign elements are critical to building the overall entertainment, recreational and cultural themes of the ball parks and are envisioned to incorporate a common graphic imagery.

Signage which occurs within the ticketed boundaries of the ball parks themselves are exempt from the requirements of the sign ordinance.

There are seven (7) major locations for special signage types within this sub area of the district (refer to the "Special Sign Types" section for graphic descriptions of these sign elements). They are enumerated as follows:

1. "Stadium Entrance Signage" adjacent to the west end of the pedestrian way between both ball fields.
2. "Outfield Entry Signage" located at the northern terminus of the Haymarket Pedestrian Connector sub area.
3. "Outfield Scoreboards" identified at locations along the right and center outfield boundaries of both ball fields.
4. "Corporate Picnic Area" signage beyond the first base line outfield.
5. "Corporate Tent Area" signage beyond the left outfield boundary.
6. "Ticket/Program Kiosk" signage incorporated as part of the Stadium Entrances Signage elements.
7. "Stadium Name" on premise roof signage.

In addition, this sub area will contain directional & safety that will conform with current City of Lincoln regulations governing this type of information.





### **■ Special Sign Types**

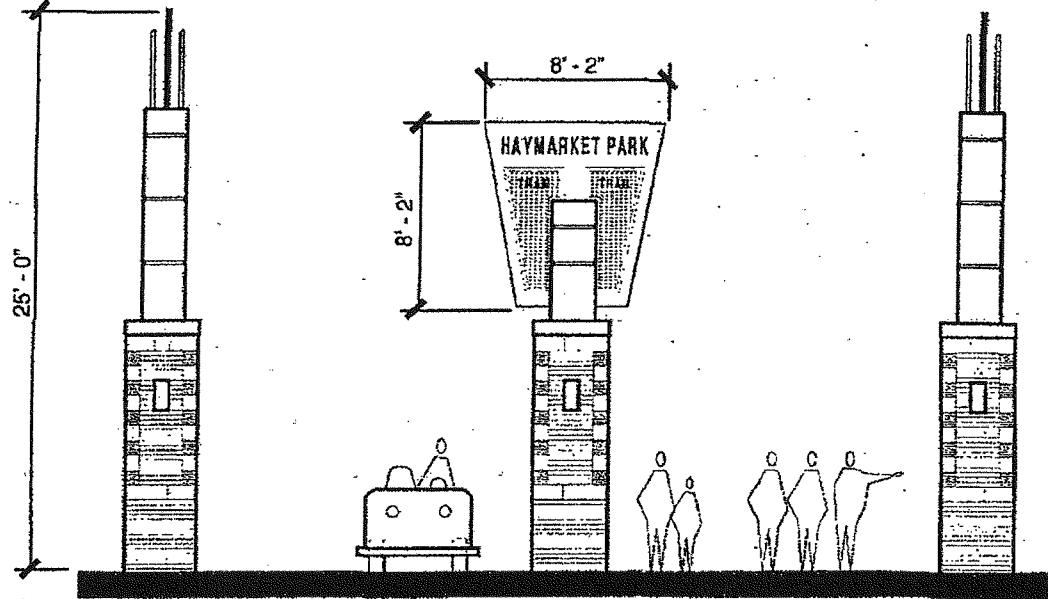
**Haymarket Pedestrian Connectors**

**Haymarket Park**

**Lincoln Stadium**

## Haymarket Pedestrian Connectors

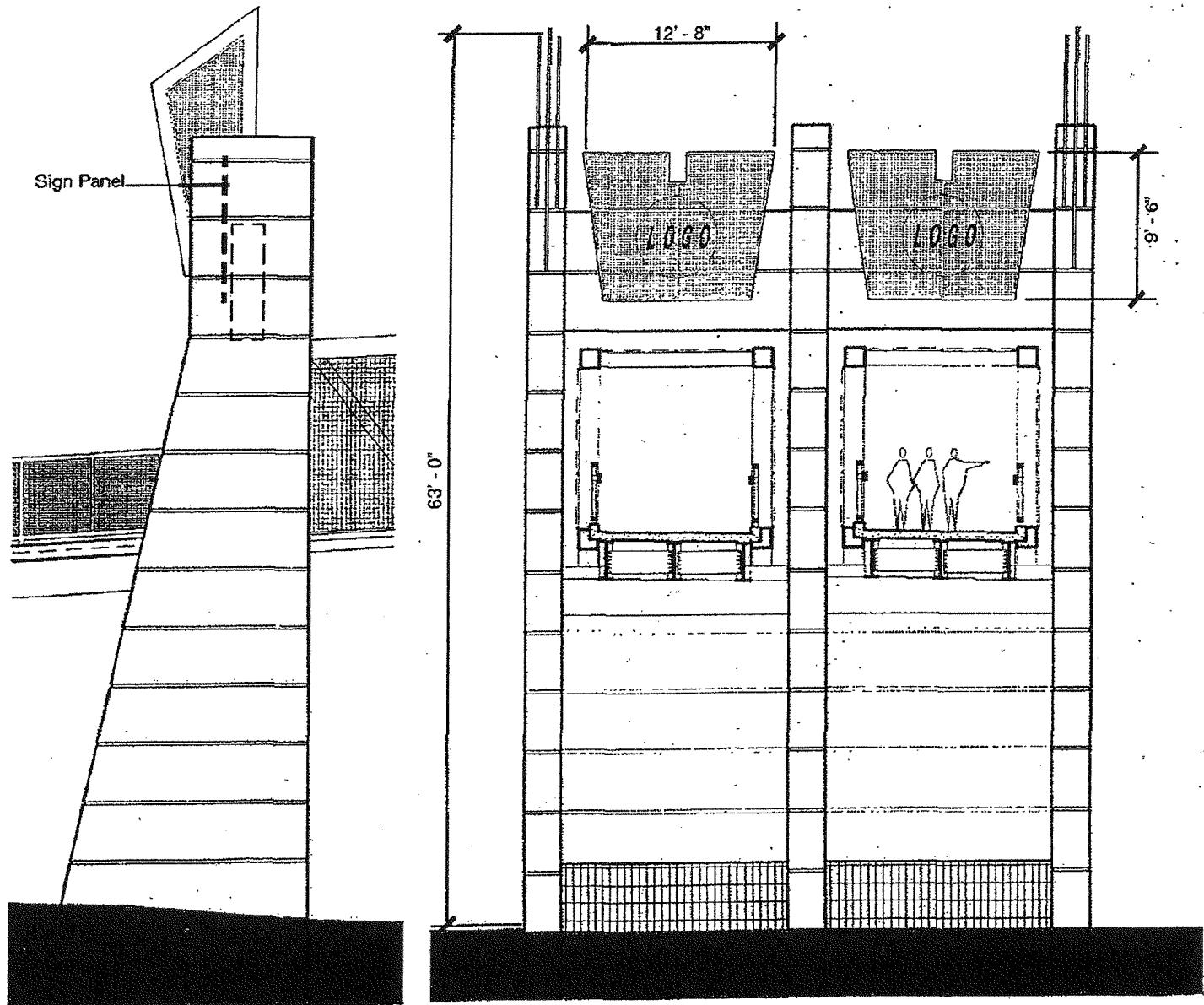
### ■ North and South Gateways



The Gateway signage is designed to be compatible with the general façade construction of the baseball stadium. It will use the same brick and precast accent detailing. Its main signage component is a central "keystone profile" sign composed of a galvanized metal backdrop overlayed with two painted perforated metal panels.

## Haymarket Pedestrian Connectors

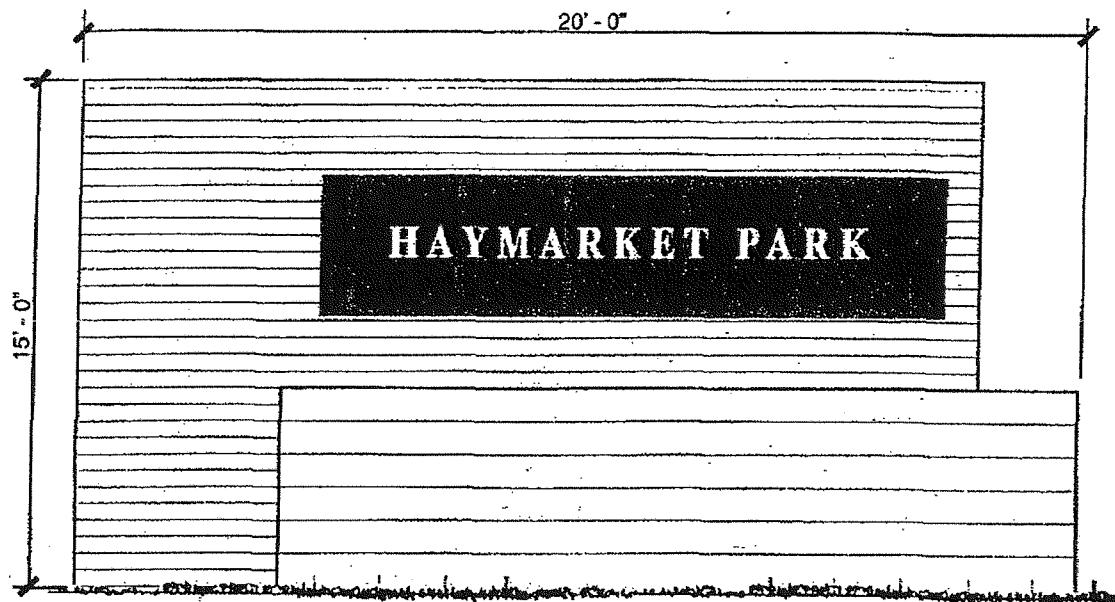
Bridge Entranceways



The Bridge Entranceway signage occurs on both ends of each pedestrian bridge. The sign panel is located above the entrance to each bridge and will consist of a logo graphic placed upon the painted perforated metal "keystone profile" backdrop shown in the drawing. External illumination of these signs will be allowed to reinforce an atmosphere of safety for all users.

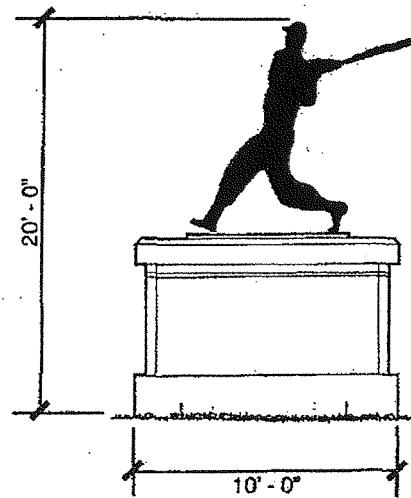
## Haymarket Park

### ■ Ballpark Drive Entrance



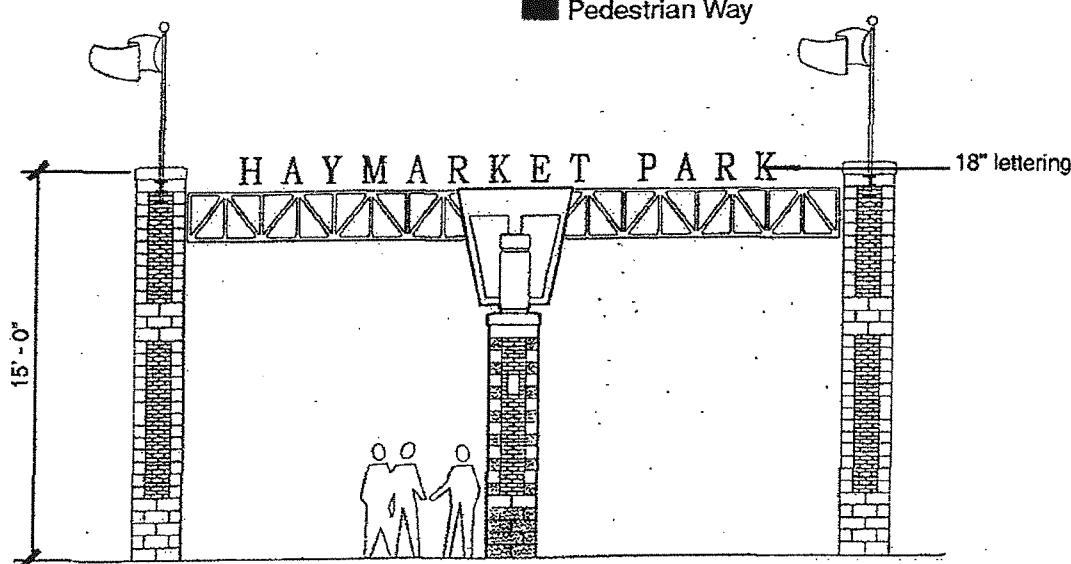
This "ground sign" will be the primary informational graphic at the entrance to Haymarket Park from off of Sun Valley Boulevard. Because of its prominence, its maximum area will be 200 sq. ft. and its vertical height will not exceed 15 feet above grade. It will also be externally illuminated. The informational content of the graphics on the sign will center around identifying the park as a whole, as well as the various baseball activities occurring within the park. Its overall design will build upon the brick and precast accent themes of the baseball stadium architecture.

### ■ Ballpark Circle



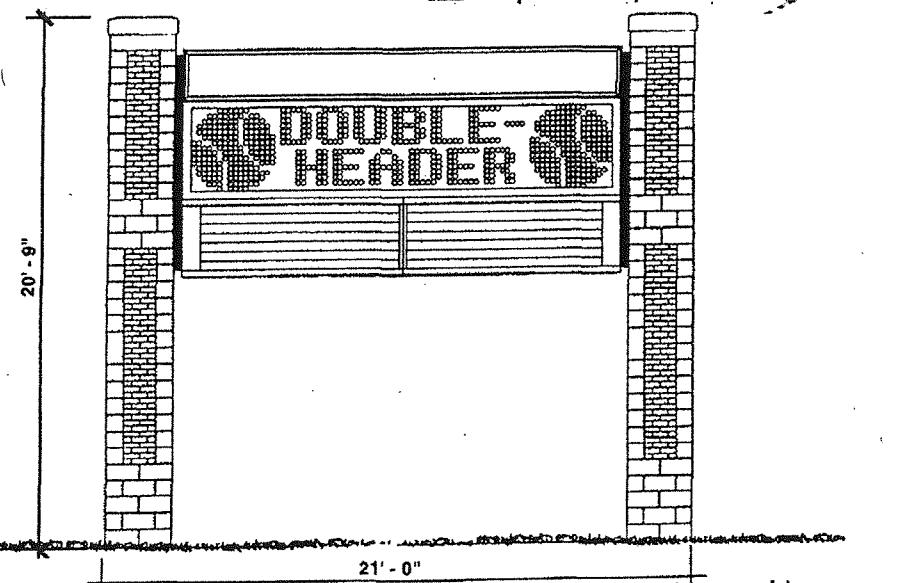
This graphic focal element is envisioned to be an integration of both signage and sculpture. While a specific design is not yet developed, the graphic on this page identifies the basic dimensional limitations to govern this element. The purpose of the Ballpark Circle element will be thematic in a manner which visually celebrates the sport of baseball. In terms of its purpose and placement within the park, it may range from a possible water feature to a significant commissioned sculpture.

## Haymarket Park



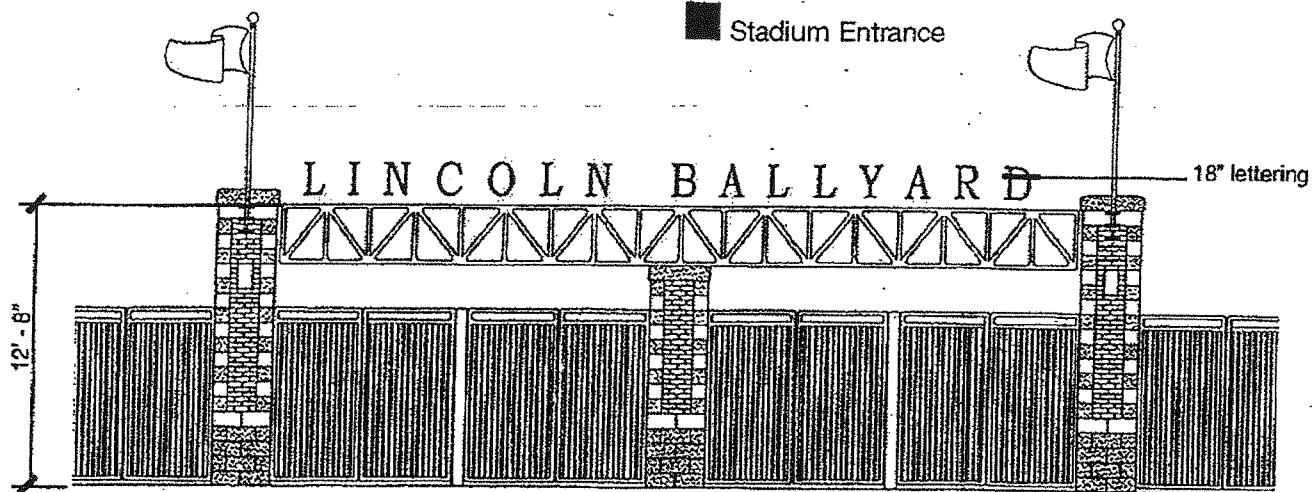
This sign structure is composed of several brick & precast concrete "pylons" which are interconnected by an ornamental metal trusswork. This spanning trusswork supports the 18" tall dimensional letters which are used to identify the park at this point on the pedestrian way.

## Ballpark Marquee / Message Center

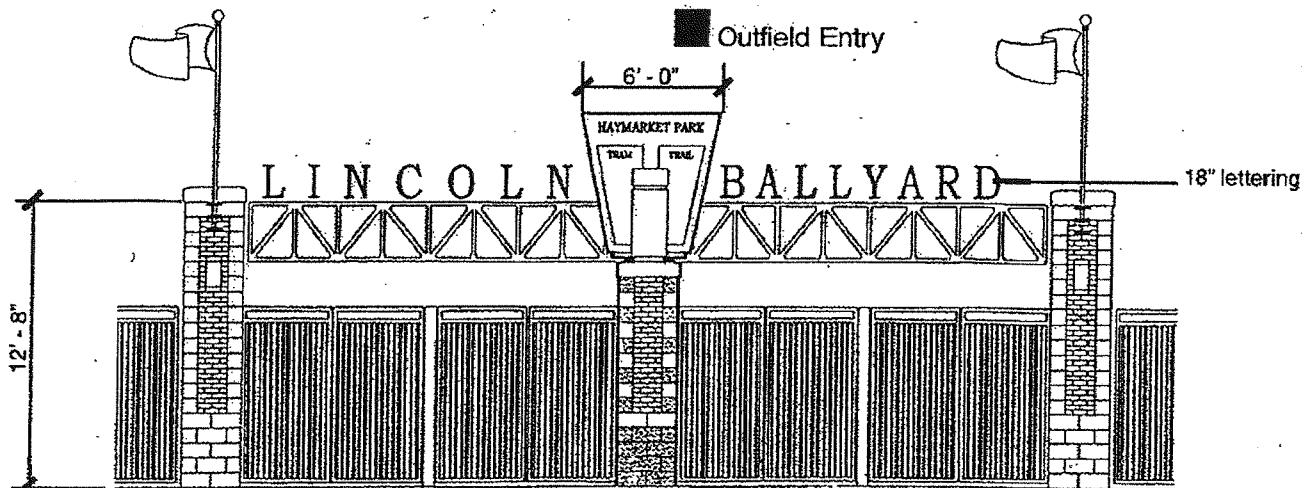


This free standing "double-sided" sign structure will be used to provide changing announcements relative to the activities occurring within the park. Its supporting element will be made of either precast concrete or brick masonry to the approximate dimensions indicated on the drawing. The sign element will be divided into three sections. The upper section being rear illuminated, the middle section being a scrolling lighted message band, and the lower section being a non-illuminated rotating panel.

## Lincoln Stadium



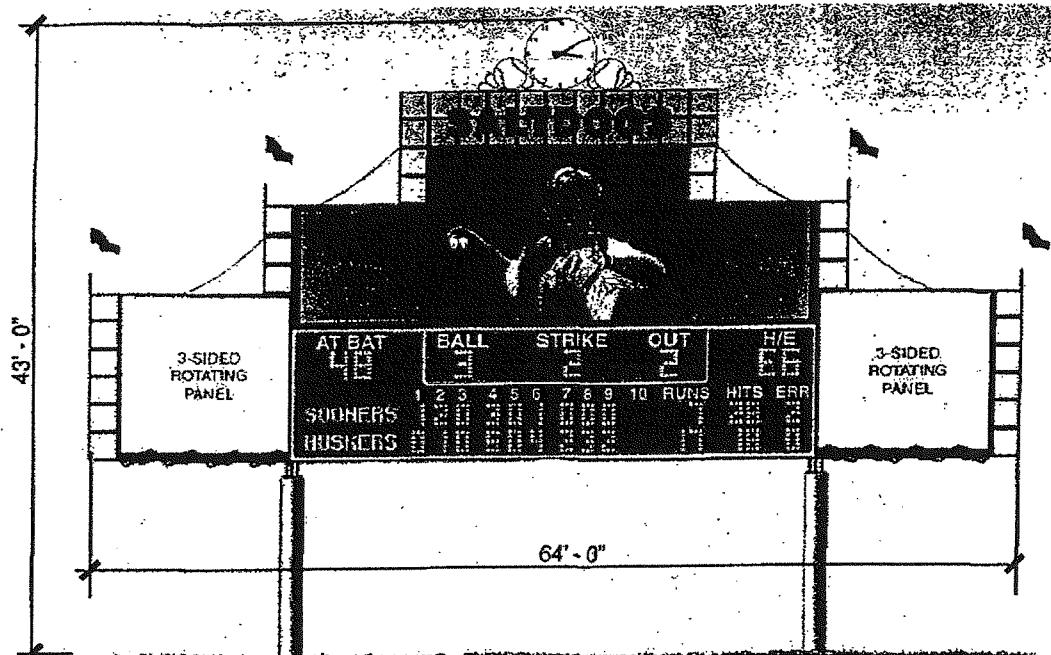
These sign structures are interconnected with the Ticket/Program Kiosk structures of each stadium (refer to later drawings in this section) and are composed of several brick & precast concrete "pylons" interconnected by an ornamental metal trusswork. This spanning trusswork supports the 18" tall dimensional letters which are used to identify the entrances into both of the stadiums. Ornamental fencing between the brick pylons provides the necessary security separation between the public area outside the stadium and those who attend the games. Flags are anticipated on each of the pylons to add to the festive atmosphere of the park. The actual name of the two stadiums is yet to be determined, so the name shown on the graphic is purely representational.



This sign structure is similar in design to the Haymarket Park Pedestrian Way signage. It is likewise composed of several brick & precast concrete "pylons" which are interconnected by an ornamental metal trusswork. This spanning trusswork supports the 18" tall dimensional letters which are used to identify the entrances into both of the stadiums. Flags are anticipated on each of the pylons to add to the festive atmosphere of the park. The actual name of the two stadiums is yet to be determined.

## Lincoln Stadium

■ Outfield Scoreboard [front]



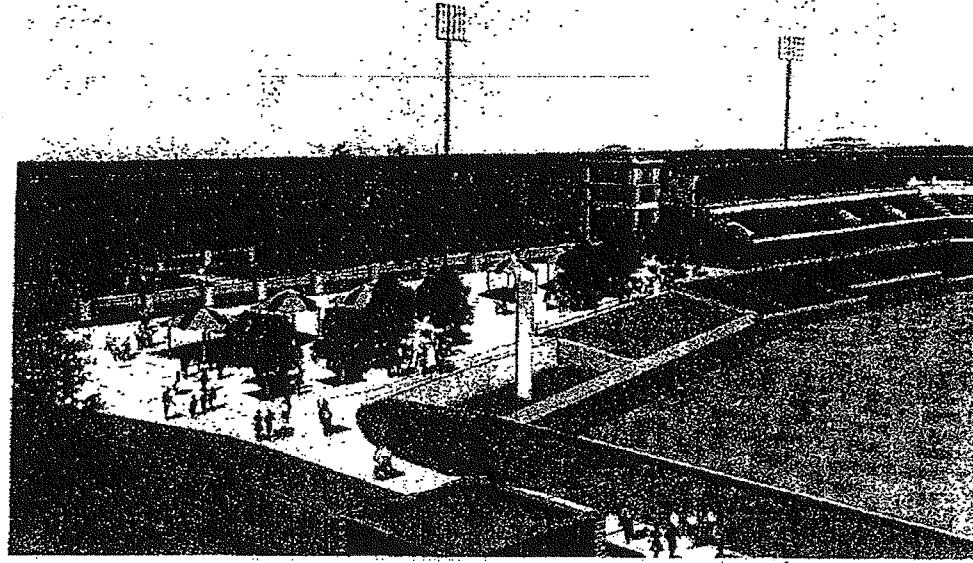
■ Outfield Scoreboard [back]



There are three locations designated for outfield scoreboards. As can be seen from the graphics on this page, the most "active" side of the scoreboards will face the outfield to be viewed by the patrons within the stadium. Thus this side of the sign will not be governed by this special district or the underlying basic zoning district. The other face of the scoreboards will face the Haymarket Park sub-area and will have provisions for limited signage elements associated with identifying the baseball stadiums themselves or the teams which use the facilities.

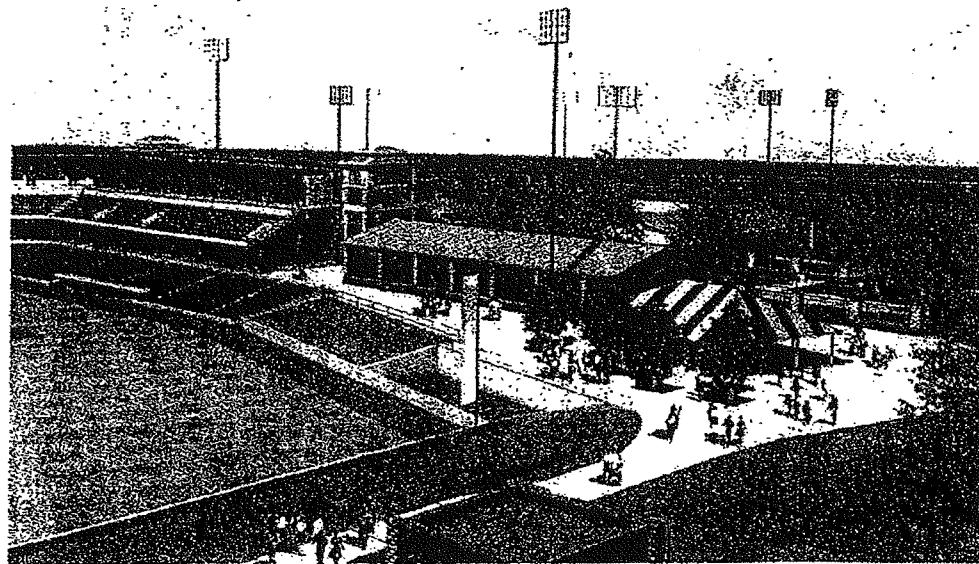
## **Lincoln Stadium**

### **Corporate Picnic Area**



This area of the stadium will be devoted to family food & fun activities which will be sponsored by varying corporate entities throughout the season. As such, there will be temporary signage throughout this area recognizing the sponsoring entity. The content & scale of the signage will reflect themes appropriate to promotion of a family focus. The space will be composed of multiple picnic type tents (canopies) as well as various child-focused games and activities which may be identified by minimally scaled corporate signage.

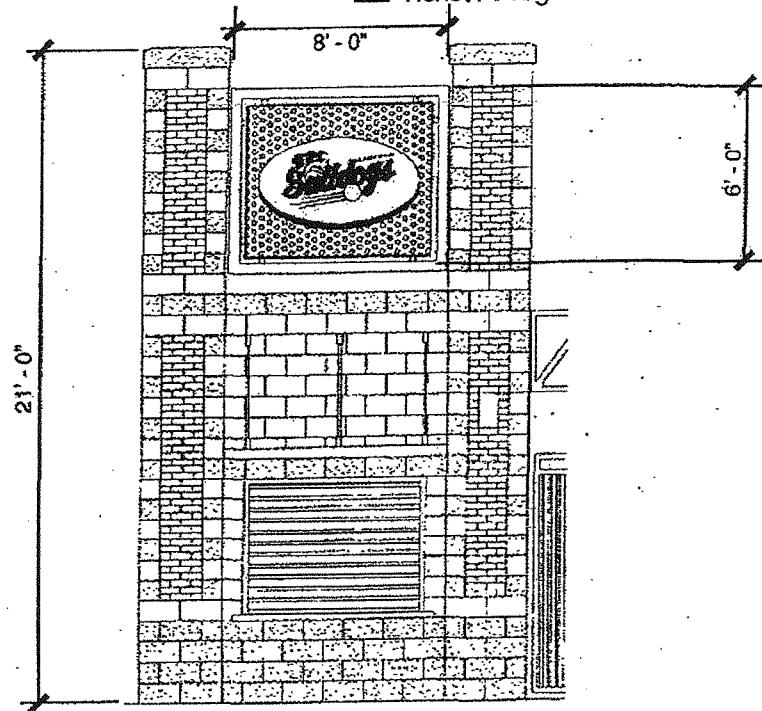
### **Corporate Tent Area**



This area of the stadium will be devoted to more traditional "corporate sponsored" events. It is envisioned to be contained under an open air tent-like structure where food, beverages and promotional items will be distributed. The tent structure will incorporate changing signs identifying the various corporate sponsors who participate throughout the season.

## Lincoln Stadium

### Ticket / Program Kiosk



These four-sided structures form the visual "bookends" for the west entrance of the pedestrian way and also anchor the Stadium Entrance Signage structures described earlier. These kiosks are constructed of the same brick and precast which is used throughout the complex capped by four painted perforated metal panels on each side. Attached to these panels will be removable logos identifying the various team using the stadium.

### Stadium Name



The south stadium structure will have the possibility of installing an on-premise roof sign above two of its facades. This signage may project above the top of the roof, but will be limited in height to 30 inches and restricted to non-illuminated lettering. The content of the message will also be limited to only the actual stadium name.



## **Haymarket Park Indoor Practice Facility**

**Signage Meeting**

**N**

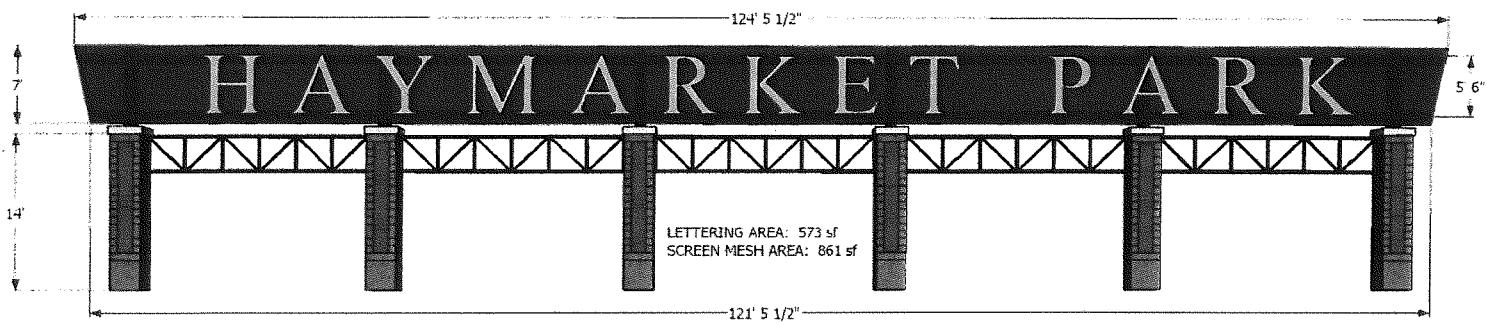


**HAYMARKET PARK**



## Haymarket Park Indoor Practice Facility Signage Meeting

N



**EXHIBIT 3**

